

BOARD OF DIRECTORS MEETING
9:00 Tuesday, January 15, 2008
NOHO BID Office, 5026 Lankershim

[illegible]

I. CALL TO ORDER

B. Akhavan called the meeting to order at 9:15am.

II. PUBLIC COMMENT

No public comment.

III. Approval of Minutes 12.18.07

MOTION: To approve Minutes 12.18.08

Moved by: B. Akhavan

Seconded by: L. Fulton

PASSED: Yes

IV. Financial Report

- A. S. Gibson reviewed the December 2007 Balance Sheet and Profit and Loss for NoHo BID. There was a total income of \$1,141.33 which was income interest and expenses of \$36,308.18 for the month of December. Year to date financials reflected an income of \$631,867.89, slightly under budget due to slow payment. Year to date expenses were \$166,531.11 which R. Leddy reported were mostly start up costs, office supplies, equipment purchases and management.

MOTION: To approve the financial report.

Moved by: D. Gonek

Seconded by: L. Fulton

PASSED: Yes

- D. Gonek recommended that the Board approve R. Leddy as a signor on the bank account for checks under \$1500 in order to make the bill payment process more efficient.

MOTION: Approve R. Leddy as a signor on the NoHo BID bank account for checks \$1500 and under, to make transfers and to view statements in order to prepare financial reports for the meeting.

Moved by: L. Fulton

Seconded by: A. Siegal

PASSED: Yes

B. 2008 Budget

S. Gibson reviewed the proposed 2008 Annual Operating Budget while noting the actual Profit and Loss for December 2007. The year 2008 will see a carry-forward of \$465,337, which will be needed when the MTA funds run out at the expiration of the current three year BID. The budget for 2008, income and expenses, is \$465,003. This budget is based on the assessment rates and budget provided for in the Management Plan. Gibson noted that management expense has been disbursed

into various categories, such as public space and communication, to exhibit better accounting. Gibson also noted that there is a total of \$26,000 that is un-programmed dollars, to be used at Board's discretion.

MOTION: To approve the 2008 Annual Operating Budget

Moved by: D. Gonek

Seconded by: L. Fulton

PASSED: Yes

V. Executive Director Report

A. Update on Clean and Safe Teams

Leddy reported December and Year-To-Date Clean and Safe statistics. After three full months of service the Clean Team has a better handle on the graffiti in the area. Additionally, the security Ambassadors are not seeing the activity after 10 p.m. that they thought they would be extending their hours to midnight. Leddy recommended continuing the weekend shift to midnight but that in the future hours are flexible and can be changed accordingly.

Leddy and Gibson met with CRA about the new streetscape plans. Staff requested that the CRA give NOHO BID the actual documents and drawings for the streetscape improvements so that the BID can plan the maintenance of these additions accordingly. G. Pirzada believes that the trees will be planted throughout the district during the week of February 18th. The other parts of the streetscaping plan are still in permitting process. Gibson and Leddy also discussed a more detail working partnership between CRA and the staff at NOHO BID with G. Pirzada. She mentioned that she would set up bi-weekly meetings with BID staff and the project/construction manager for the streetscape project. These meetings will help keep the BID staff informed thereby allowing to communicate this information to its property and business owners.

VI. New/Old Business

- A. After the Board meeting, Board members participated in a Board Retreat to outline the Core Purpose of the organization and future goals. A summary of the retreat is attached.

VII. Adjourn

Next meeting will be held February 19, 2008 at 9 a.m. at NoHo BID Offices.

North Hollywood Business Improvement District Corporation
(NoHo BID)
BOARD OF DIRECTORS MEETING
9:00 Tuesday, February 19, 2008
NOHO BID Office, 5026 Lankershim

BOARD OF DIRECTORS	PRESENT	ABSENT
Bob Akhavan	X	
Al Siegel		X
Dominique Gonek		X
Allen Freeman	X	
Thomas Dujovne		X
Jason Feld		X
Linda Fulton	X	
EX-OFFICIO DIRECTORS		
Regina Kirschenbaum		X
MTA Representative		X
Alice Roth, Councilman LaBonge Representative		X
Guy McCreary, Chamber of Commerce Representative		X
STAFF MEMBERS/GUESTS		
Rena Leddy, NoHo BID Executive Director	X	
Jessica Whaley, NoHo BID Deputy Director	X	
Sarah Segal, Arden Realty		X
Rick Stoff, Chrysalis	X	

I. CALL TO ORDER

B. Akhavan called the meeting to order at 9:15am.

II. PUBLIC COMMENT

No public comment.

III. Approval of Minutes 01.15.08

MOTION: To approve Minutes 01.15.08

There was no quorum this meeting, therefore minutes approved at next meeting.

IV. Financial Report

- A. R. Leddy distributed the Balance Sheet and Profit and Loss for NoHo BID. There was a total income of \$575,556.87 and expenses of \$52,618.87 for the month of January. This month's income is over budget because we received \$74,548.37 in BID assessment fees that we were not expecting until later. Expenses for newsletter were a bit more than budgeted because it includes the initial design. Going forward, each quarterly newsletter will cost less to design.

MOTION: To approve the financial report.

There was no quorum this meeting, therefore financial report approved at next meeting.

B. Update on Banking Options

R. Leddy reviewed interest bearing savings account options. She explained that one option would be the Stagecoach Sweep; sweep out money in our checking every night yielding a 2.7% interest. In addition, there is a Money Market, yielding about 4.1%. The Board agreed that Leddy should move the money into the Money Market account.

V. Executive Director Report

A. Update on Clean and Safe Teams

Leddy reported on January and Year-To-Date Clean and Safe statistics. She noted that the Clean Team has a new supervisor named Roy Wimberly who has been on staff about a month and is learning the job quickly. Leddy and J. Whaley walked the district with Chrysalis and noted areas that need spot pressure washing and areas that need to be given more attention to sap from trees and chewing gum.

B. Website

Leddy reported that at the next board meeting the designers will present a website story board.

VI. New/Old Business

There was discussion about varying economic development needs that the BID might offer (for example gathering information on rental rates, vacancy rates, available square footage, etc.). R. Leddy will investigate hiring an intern to gather such data.

VII. Adjourn

Next meeting will be held March 18, 2008 at 9 a.m. at NoHo BID Offices.

North Hollywood Business Improvement District Corporation
(NoHo BID)
BOARD OF DIRECTORS MEETING
9:00 Tuesday, April 15, 2008
NOHO BID Office, 5026 Lankershim

BOARD OF DIRECTORS	PRESENT	ABSENT
Bob Akhavan	X	
Al Siegel	X	
Dominique Gonek		X
Allen Freeman	X	
Thomas Dujovne		X
Jason Feld		X
Linda Fulton	X	
EX-OFFICIO DIRECTORS		
Regina Kirschenbaum		X
MTA Representative		X
Alice Roth, Councilman LaBonge Representative		X
Guy McCreary, Chamber of Commerce Representative	X	
STAFF MEMBERS/GUESTS		
Rena Leddy, NoHo BID Executive Director	X	
Jessica Whaley, NoHo BID Deputy Director	X	
Sarah Segal, Arden Realty		X
Rick Stoff, Chrysalis	X	

I. CALL TO ORDER

B. Akhavan called the meeting to order at 9:05am.

II. PUBLIC COMMENT

No public comment.

III. Approval of Minutes 01.15.08 and 02.19.08

MOTION: To approve Minutes 01.15.08 and 2.19.08

Moved by: B. Ahkavan

Seconded by: A. Freeman

PASSED: Yes

IV. Financial Report

- A. R. Leddy distributed the Balance Sheet and Profit and Loss for NoHo BID for March 2008. There was a total income of \$21,860.73 and expenses of \$49,641.72 for the month of March. Leddy reported that assessment dollars come in quickly in the early part of year and that BID has received the \$500,000 MTA grant, which is in an interest bearing savings account. Leddy added that per the agreement with the City of LA, the BID must do an annual review of its financials and submit it to the Clerk. A CPA is doing the review and it should be complete by the City Clerk's April 30th deadline.

MOTION: To approve the financial report for January, February and March.

Moved by: A. Freeman

Seconded by: L.Fulton

PASSED: Yes

- B. *Develop a policy on assessment revenue and Prop C revenue*

MOTION: The North Hollywood Business Improvement District Board of Director's resolves that each year, the first money spent towards fulfilling the operating budget will be assessment revenue so that any surplus rolled to the following year's operating budget is the Prop C funding from the MTA.

Moved by: L. Fulton

Seconded by: A. Freeman

PASSED: Yes

V. Executive Director Report

- A. *NoHo Arts District website column*

Leddy reported that she is writing a monthly column about the BID for the www.nohoartsdistrict.com.

B. NoHo Scene Sponsorship Proposal

Leddy reported that Nancy Bianconi has asked the BID to be a sponsor for the NoHo Scene in the fall. She is proposing that the BID provide cleaning and security services for the festival as an in-kind sponsorship. This would cost the BID \$3171.38. In return, NoHo BID would be a “Cheers” level sponsor. Leddy added that more than just providing a check, our BID Ambassadors will be present. A. Freeman asked if we could have regular patrol in addition to what we provide the NoHo Scene. Leddy stated it would cost the BID more money to have service at both the NoHo Scene and regular patrol. L. Fulton stated that we still have to fulfill our obligation to the community and therefore we should spend the money to have regular patrols as well.

MOTION: In addition to the normal weekly schedule, the NoHo BID will also contribute Clean and Safe services for the NoHo Scene, not to exceed \$3500 and consider earmarking for an annual contribution in the future.

Moved by: L. Fulton

Seconded by: A. Freeman

PASSED: Yes

C. Intern for Economic Development/Real Estate data collection

Leddy reported that Sandra Setti is the BID’s new intern from UCLA and works 2 days a week, collecting data on businesses in the district, going door-to-door, meeting with tenants and owners. She is also gathering complete names, phone numbers, website info, and addresses for the website directory. R. Leddy will forward the scope of work to the Board.

D. BID Renewal

Leddy reported that it is time for the NoHo BID to begin the BID renewal process for next year. Leddy will begin organizing this process next month.

E. Annual Meeting-May 20, 2008

Leddy reported that per City contract the BID has to invite all the property owners to an Annual Meeting. She stated that it will be the same date of the regular Board meeting. At the meeting, there will be discussion on the BID renewal and determine if there is interest from anyone to sit on a new steering committee.

F. Update on Clean and Safe Teams

a. Ambassador Hours Discussion and Possible approval of increasing budget for short term

Leddy reported that there have been some incidents in and around the district; including one shooting in the district and two just outside of the boundaries. Staff met with LAPD to ask about the perception of increased

crime in the area. LAPD noted that the crime has increased since winter, but that they were not shocked this happened because generally when it gets warm, crime increases. Leddy proposed to the board adding additional patrols during the day to show that there is a presence to deter crime and make people more comfortable.

MOTION: To approve the attached budget for the additional increase in safety for the period of May through August and increase the hours of service to 308 hours.

Moved by: B. Akhavan

Seconded by: A. Siegel

PASSED: Yes

VI. New/Old Business

No new or old business

VII. Adjourn

Next meeting will be held May 20, 2008 at 9 a.m. at NoHo BID Offices.

North Hollywood Business Improvement District Corporation
(NoHo BID)
ANNUAL PROPERTY OWNER MEETING
9:00 Tuesday, May 20, 2008
NOHO BID Office, 5026 Lankershim

BOARD OF DIRECTORS	PRESENT	ABSENT
Bob Akhavan	X	
Al Siegel		X
Dominique Gonek		X
Allen Freeman	X	
Thomas Dujovne		X
Jason Feld		X
Linda Fulton	x	
EX-OFFICIO DIRECTORS		
Regina Kirschenbaum	X	
MTA Representative		X
Alice Roth, Councilman LaBonge Representative		X
Guy McCreary, Chamber of Commerce Representative	X	
STAFF MEMBERS		
Rena Leddy, NoHo BID Executive Director	X	
Jessica Whaley, NoHo BID Deputy Director	X	
Roy Wimberly, Clean Team Supervisor	x	
Tashaka Starwell, Safety Ambassador Supervisor	X	
GUESTS		
Rick Stoff, Chrysalis	X	
Gerald Fecht, Museum of San Fernando Valley	X	
Gary Ohanian, F1 Motor Sport	X	
James Mellon, The NoHo Arts Center	X	
Kevin Bailey, NoHo Arts Center	X	
Scott Neuman, CRA	X	
Nancy Bianconi, NoHo Arts District	X	
Lisa Bianconi, CRA	X	
Ray Rubenstein	X	
Gazala Pirzada, CRA	X	

I. Call To Order

B. Akhavan called the meeting to order at 9:25 a.m. and welcomed everyone to the meeting and asked people to introduce themselves.

II. Public Comment

J. Mellon and K. Bailey from the NoHo Arts Center noted their continued battle with the owner of the Starbucks parking lot that is adjacent to the Center. They reported their concern with the significant lack of maintenance on this property, and the location of the dumpsters that are often not well maintained. R. Leddy will look into speaking with the owner as well as ask the Clean Team to help with the parking lot maintenance.

III. Celebrating the 1st Year of Operations (*R. Leddy*)

R. Leddy reported on the first year of BID operations. She noted that in August 2007, Urban Place Consulting Group was hired as the management company for the BID. BID services began on October 1, and businesses and property owners have started to see the BID's presence, communication efforts, cleaning and safety in the district. She added that staff has been working to build community relationships as well.

Leddy reviewed the timeline of BID approval, incorporation and subsequent BID services and operations. She noted that BID staff opened its office in the center of the district, and that a logo, stationary and first newsletter was created. She reported on the combined statistics for the Clean and Safe Teams in their first 3 months of operations, which included 1357 business and property contacts, 2760 pounds of trash removed from the district and 544 graffiti removals.

Leddy described the BID Communication efforts that are underway, which include quarterly newsletters and launch of a website, which she said would occur in about two weeks. Leddy reported on other initiatives the BID staff is working on, which includes a proposed valet parking program, an overall parking strategy and an economic development survey project which will include demographics, retail/office vacancies and intercept surveys. She added that the economic development data will be information used to generate interest in NoHo; the end goal is to create a packet of information to recruit businesses.

IV. 2008 Budget

Leddy reviewed the approved 2008 Operating Budget. The total income for the NoHo BID is \$679,003.00. The largest portion of the budget goes toward Clean and Safe programs, the bulk of the BID services. Leddy noted that there is a Special Projects line item of \$26,000 which can be used at the Board's discretion. Leddy noted that per

city contract, the BID is required to do a CPA annual review and made copies available to the board.

A. Freeman added that the Board decided to add 100 extra security hours per week on patrol during the summer months. Leddy added that the Safe Team was fully staffed as of last weekend and that the district should see an increase in patrol in the daylight hours.

Renewal

Leddy reported that the NoHo BID is a 3 year BID that expires at the end of 2009 and therefore the renewal process to extend the BID needs to begin now. She added that the process to renew the BID is exactly the same as formation, with petition and ballot process and involvement by property owners. Leddy reviewed the timeline and noted that the current Board would act as the Steering Committee and she invited other property owners to be involved. She added that the Committee meetings and renewal process would be the time when assessments, boundaries, services, terms, and budgets are determined, as well as creation of the Management Plan for the District. B. Akhavan encouraged participation on behalf of other property owners.

V. Awards and Recognition

B. Akhavan thanked Roy Wimberley, Clean Team Supervisor, and Tashaka Starwell, Ambassador Captain, for their hard work and service. He added that these men are the two that make it happen in the district. Akhavan also thanked the board for their hard work as well. G. Weddington thanked B. Akhavan for his hard work as chair of the Board.

VI. Public Discussion

CRA: G. Pirzada congratulated the BID for its first year of operations. She reported that 84 trees have been planted. Leddy confirmed that the BID would be maintaining the streetscape elements. B. Akhavan and R. Leddy repeated their request to be included in the coming implementation and be more informed of the project. She added that the Board will be creating their budget for renewal and needs to determine how much money to allocate for the maintenance. G. Pirzada stated that the newly planted trees should have been watered by the BID already. Leddy indicated that this is the first time the BID is hearing that the trees planting was completed and that they did not irrigation. She stated that the drawings showed irrigation in the tree wells. S. Neuman, CRA's consultant, stated he would set up a meeting between the streetscape contractor and a landscape company and the BID so that the BID could get a full understanding of the scope of work for maintenance. He will also share with the BID, the "green book", which will determine what needs to be done to appropriately maintain the plants.

NoHo Scene: N. Bianconi reported that Saturday October 5, is the Annual NoHo Scene. She added that there are some good sponsors this year, including the BID and that 16 theaters are involved. She asked people to check the website for more details; www.nohoartsdistrict.com.

The Museum of San Fernando Valley: G. Fecht added that the museum is negotiating with LA Conservancy to develop a walking tour in this area that will tie people to the area from Ventura County and beyond.

VII. Adjourn

The meeting was adjourned at 10:44 a.m.

*North Hollywood Business Improvement District Corporation
(NoHo BID)
Board of Director's Meeting*

November 25, 2008

NOHO BID Office, 5026 Lankershim

BOARD OF DIRECTORS	PRESENT	ABSENT
Bob Akhavan	X	
Al Siegel	X	
Darrel Malmut	X	
Thomas Dujovne	X	
Jason Feld		X
Linda Fulton		X
Kevin Bailey		X
Scott McCarter		X
<i>EX-OFFICIO DIRECTORS</i>		
Lisa Bianconi, CRA		X
Alice Roth, Councilman LaBonge Representative		X
Guy McCreary, Chamber of Commerce Representative	X	
<i>STAFF MEMBERS</i>		
Rena Leddy, NoHo BID Executive Director	X	
Steve Gibson, Urban Place Consulting Group	X	
<i>GUESTS</i>		
Rick Stoff, Chrysalis	X	
Trevor Kale, Chrysalis	X	
Regina Kirschenbaum, CRA	X	
Gary Justice, Chamber of Commerce volunteer	X	

I. Call To Order

B. Akhavan called the meeting to order at 9:10 a.m.

II. Public Comment

No Comment

III. Approval of Minutes 10.21.08

MOTION: To approve

Moved by: A. Siegel

Seconded by: T. Dujovne

PASSED: Yes

IV. Chairman's Report

B. Akhavan reported on the art school that has rented his property at 1128 Magnolia Blvd. They are taking about 6000 sq. feet and should be open in February.

V. Financial Report

- a. R. Leddy distributed the Balance Sheet and Profit and Loss for NoHo BID for October. Overall year to date income is over budget. In the Expenses category Administration, Office Expenses and Communications budget are right on target. The Public Space Management expense is over for the monthly budget in the safety program area due to the approved increase in patrols. We should end the year with \$528,000 in retained earnings.

MOTION: To approve the financial report for September

Moved by: A. Siegel

Seconded by: T. Dujovne

PASSED: Yes

- b. The board discussed diversifying the existing BID funds into other banking institutions. Staff will report back on the progress at the next board meeting
- c. 2009 Annual Operating Budget – the Staff will bring back a proposal for the 2009 Budget at the December meeting.

VI. Executive Director Report

- a. *BID Renewal*

The MDP is still at the Clerk's office; however, we should be meeting with them the week after Thanksgiving. We anticipate this being ready to go to petition by mid-December, however, we may want to wait until after Christmas. The Staff will know more at the next meeting. R. Leddy will

send the board the list of the top paying property owners to meet the 50% threshold.

c. Review of Pressure Washing Proposal

T. Kale and R. Stoff presented a proposal to increase the current pressure washing hours from 17 to 37 per month. R. Stoff explained that the BID would have its own unit shared with two other BIDs instead of the larger crew which would allow for more frequent and more flexible scheduling. The proposal would also decrease the per hour rate for pressure washing. Leddy and Gibson recommend going forward with this increase and will propose it next month as part of the 2009 Operating Budget discussion.

VII. New/Old Business

- a. S. Gibson and R. Leddy reported that Leddy is leaving Urban Place Consulting Group to take a job as the Executive Director of the BID in New Haven, CT. S. Gibson will be the primary point person for the NOHO BID and will be at each board meeting. To that end, he requested that the board meetings be moved to the 2nd Wednesday of the month so that he can attend. The board agreed by consensus.

Adjourn

Next meeting will be held December 10th at 9 a.m. at NoHo BID Offices.

*North Hollywood Business Improvement District Corporation
(NoHo BID)
Board of Director's Meeting*

July 15, 2008

NOHO BID Office, 5026 Lankershim

BOARD OF DIRECTORS	PRESENT	ABSENT
Bob Akhavan	X	
Al Siegel		X
Dominique Gonek		X
Allen Freeman	X	
Thomas Dujovne		X
Jason Feld		X
Linda Fulton		X
Kevin Bailey	X	
<i>EX-OFFICIO DIRECTORS</i>		
Regina Kirschenbaum		X
Alice Roth, Councilman LaBonge Representative		X
Guy McCreary, Chamber of Commerce Representative	X	
<i>STAFF MEMBERS</i>		
Rena Leddy, NoHo BID Executive Director	X	
<i>GUESTS</i>		
Rick Stoff, Chrysalis	X	
Lisa Bianconi, CRA	X	
Scott McCarter, Redwood Partners	X	
Darryl Malmut, JSM	X	
John McRae, Parks and Rec	X	

I. Call To Order

B. Akhavan called the meeting to order at 9:10 a.m.

II. Public Comment

John McCrae, Parks and Recreation, discussed the NoHo Park Carnival and sponsorship opportunities. He also gave the board an update on the upgrades that are occurring in the park.

III. Approval of Minutes 06.17.08

MOTION: To approve

Moved by: A. Freeman

Seconded by: G. McCreary

PASSED: Yes

IV. Chairman's Report

B. Akhavan nominated K. Bailey to fill a property owner seat of the board.

MOTION: To approve

Moved by: B. Akhavan

Seconded by: A. Freeman

Passed: Yes

V. Financial Report

- a. R. Leddy distributed the Balance Sheet and Profit and Loss for NoHo BID for June 2008. Overall year to date income is over budget. In the Expenses category Administration, Office Expenses and Communications budget are right on target. The Public Space Management expense is over for the monthly budget by \$3459.00 in the safety program area due to the increase patrols this summer. Overall, the budget is in good shape.

MOTION: To approve the financial report for June

Moved by: K. Bailey

Seconded by: B. Akhavan

PASSED: Yes

VI. Executive Director Report

- a. *BID Renewal*

The first meeting of the renewal committee was July 9, 2008 at 10 a.m. at the BID offices. The committee discussed financial challenges for the next

term as well as the possibility of expanded the boundaries. The next meeting is July 30th at 10:00 a.m.

VII. New/Old Business

- a. *CRA Report* – L. Bianconi and reported that CRA is going to set up an enterprise zone meeting sometime in September with the businesses in the BID.
- b. **MOTION:** To approve no August Board meeting
Moved by: A. Freeman
Seconded by: K. Bailey
Passed: Yes

Adjourn

Next meeting will be held September 16 at 9 a.m. at NoHo BID Offices.

*North Hollywood Business Improvement District Corporation
(NoHo BID)
Board of Director's Meeting*

September 16, 2008

NOHO BID Office, 5026 Lankershim

BOARD OF DIRECTORS	PRESENT	ABSENT
Bob Akhavan	X	
Al Siegel	X	
Dominique Gonek		X
Darrel Malmut	X	
Thomas Dujovne		X
Jason Feld		X
Linda Fulton		X
Kevin Bailey	X	
Scott McCarter	X	
<i>EX-OFFICIO DIRECTORS</i>		
Regina Kirschenbaum		X
Alice Roth, Councilman LaBonge Representative	X	
Guy McCreary, Chamber of Commerce Representative	X	
<i>STAFF MEMBERS</i>		
Rena Leddy, NoHo BID Executive Director	X	
<i>GUESTS</i>		
Rick Stoff, Chrysalis	X	
Lisa Bianconi, CRA	X	
Mitch Robbins, UPS	X	
Tashaka Starwell, UPS	X	
Tim Seidel, LA Attorney	X	
Sgt. Dave Delgado, LAPD	X	
Senior Lead Rob Benavidez, LAPD	X	
Capt. Sharyn Buck, LAPD	X	

I. Call To Order

B. Akhavan called the meeting to order at 9:10 a.m.

II. Public Comment

No Comment

III. Approval of Minutes 07.15.08

MOTION: To approve

Moved by: K. Bailey

Seconded by: A. Siegel

PASSED: Yes

IV. Police Report

S. Buck spoke about the NOHO BID's crime rates. Violent crime is down in the area and a big reason for that is the addition of the Ambassadors. She spoke of the LAPD 's efforts to combat property crime as well and said that the Ambassadors have really become an important part of the process. R. Leddy thanked Buck and her staff on creating and fostering a great working relationship.

V. Chairman's Report

B. Akhavan reported that D. Gonek has resigned her position on the board and as treasurer. B. Akhavan nominated S. McCarter and D. Malmut to fill property owner seats. He also nominated S. McCarter to fill the executive board position of treasurer.

MOTION: To approve

Moved by: K. Bailey

Seconded by: A. Siegel

Passed: Yes

VI. Financial Report

- a. R. Leddy distributed the Balance Sheet and Profit and Loss for NoHo BID for July and August. Overall year to date income is over budget. In the Expenses category Administration, Office Expenses and Communications budget are right on target. The Public Space Management expense is over for the monthly budget by \$3459.00 in the safety program area due to the increase patrols this summer. Overall, the budget is in good shape.

MOTION: To approve the financial report for July and August

Moved by: S. McCarter
Seconded by: K. Bailey
PASSED: Yes

VII. Executive Director Report

a. BID Renewal

A letter was sent to the property owners south of Camarillo to inform them that the district will not continue there in the new BID. Leddy stated that she heard from only one property owner.

MOTION to accept the renewal draft MDP

Moved by: B. Akhavan
Seconded by: A. Siegel

PASSED: Yes

The MDP will go to the Clerk's office in the next week or so. R. Leddy will put together a petition packet which includes a one page information sheet, map and summary budget along with a letter from the BID chair and possibly from councilman LaBonge. She will also work with CRA to obtain get a letter to the MTA and encourage them to sign the petition.

b. Ambassador summer coverage

The board discussed the extra summer coverage and reviewed the stats for the summer compared with the earlier months. There is a decrease in crime and an increase in the attention paid to the district by having more ambassador hours. It costs approximately \$5600 more a month to maintain staffing at this level. If we continue through the end of the year it will be approximately \$30,000 over the budget which can come out of the surplus. The board approved these additional hours for June, July, August and September.

MOTION: To approve extending the additional hours for one more month to be discussed and reviewed again at the October board meeting.

Moved by: K. Bailey
Seconded by: S. McCarter

Passed: Yes

VIII. New/Old Business

a. None

Adjourn

Next meeting will be held October 21 at 9 a.m. at NoHo BID Offices.

Board of Director's Meeting

October 21, 2008

NOHO BID Office, 5026 Lankershim

[illegible]

I. Call To Order

B. Akhavan called the meeting to order at 9:10 a.m.

II. Public Comment

No Comment

III. Approval of Minutes 07.15.08

MOTION: To approve

Moved by: K. Bailey

Seconded by: A. Siegel

PASSED: Yes

IV. Chairman's Report

B. Akhavan reported on the art school that has rented his property at 1128 Magnolia Blvd. They are taking about 6000 sq. feet and should be open in February.

V. Financial Report

- a. R. Leddy distributed the Balance Sheet and Profit and Loss for NoHo BID for September. Overall year to date income is over budget. In the Expenses category Administration, Office Expenses and Communications budget are right on target. The Public Space Management expense is over for the monthly budget in the safety program area due to the approved increase in patrols.

MOTION: To approve the financial report for September

Moved by: L. Fulton

Seconded by: K. Bailey

PASSED: Yes

- b. The board discussed diversifying the existing BID funds into other banking institutions.

MOTION: To allow B. Akhavan, S. McCarter and R. Leddy to research and put funds into insured CDs in order to diversify.

Moved by: L. Fulton

Seconded by: K. Bailey

PASSED: Yes

- c. Per the City Attorney's office there are properties in the current BID boundaries which are zoned residential and should therefore be reimbursed. The amount being reimbursed is \$1421.17.

VI. Executive Director Report

a. *BID Renewal*

The MDP will go to the Clerk's office in the next week or so. R. Leddy will put together a petition packet which includes a renewal newsletter, map and summary budget along with a letter from the BID chair and possibly from councilman LaBonge. She will also work with CRA to obtain get a letter to the MTA and encourage them to sign the petition.

b. *Ambassador summer coverage*

The board discussed the extra summer coverage. They agreed in September to extend it another month and review it at this meeting in October. After discussion the board has agreed to extend the hours to the end of the year..

MOTION: To approve extending the additional hours to the end of the year.

Moved by: K. Bailey

Seconded by: S. McCarter

Passed: Yes

c. *Review of Pressure Washing Proposal*

R. Leddy and R. Stoff presented a proposal to increase the current pressure washing hours from 17 to 37 per month. R. Stoff explained that the BID would have its own unit shared with two other BIDs instead of the larger crew which would allow for more frequent and more flexible scheduling. The proposal would also decrease the per hour rate for pressure washing. The board discussed the proposal and asked Leddy and Stoff to come back to the next meeting with a monthly schedule so that they can see what is actually done each month.

VII. New/Old Business

- a. S. McCarter announced that Big Wang's and Panera Bread are open in NoHo Commons and doing very well. He also asked that the Clean Team remove the leaflets and graffiti along Chandler Blvd.
- b. L. Fulton reported that there are people sleeping in the alley on mattresses behind the Whitmore Lindley theatre. R. Leddy will have the Clean Team take care of the mattresses.

Adjourn

Next meeting will be held November 18 at 9 a.m. at NoHo BID Offices.

*North Hollywood Business Improvement District Corporation
(NoHo BID)
Board of Director's Meeting*

June 17, 2008

NOHO BID Office, 5026 Lankershim

BOARD OF DIRECTORS	PRESENT	ABSENT
Bob Akhavan	X	
Al Siegel	X	
Dominique Gonek		X
Allen Freeman	X	
Thomas Dujovne	X	
Jason Feld		X
Linda Fulton	x	
<i>EX-OFFICIO DIRECTORS</i>		
Regina Kirschenbaum		X
Alice Roth, Councilman LaBonge Representative	X	
Guy McCreary, Chamber of Commerce Representative	X	
<i>STAFF MEMBERS</i>		
Rena Leddy, NoHo BID Executive Director	X	
<i>GUESTS</i>		
Rick Stoff, Chrysalis	X	
Lisa Bianconi, CRA	X	
Scott Neumann, CRA	X	

I. Call To Order

B. Akhavan called the meeting to order at 9:10 a.m.

II. Public Comment

No Public Comment

meeting was adjourned at 10:44 a.m.

III. Approval of Minutes 04.15.08 and 5.20.08

MOTION: To approve

Moved by: L. Fulton

Seconded by: A. Siegel

PASSED: Yes

IV. Financial Report

- A. R. Leddy distributed the Balance Sheet and Profit and Loss for NoHo BID for May 2008. Income for the month is slightly under budget but that is a timing issue with the City's collection. Overall year to date income is over budget. In the Expenses category Administration, Office Expenses and Communications budget are right on target. The Public Space Management expense is over for the monthly budget by \$3459.00 in the safety program area due to the increase patrols this summer. Overall, the budget is right in good shape.

MOTION: To approve the financial report for May

Moved by: A. Freeman

Seconded by: L. Fulton

PASSED: Yes

V. Executive Director Report

A. *NoHo BID website*

Leddy reported that it will be "live" at the end of the week. www.nohobid.com

B. *Economic Development/Real Estate data collection*

Leddy reported that the intern has been collecting data on businesses in the district, going door-to-door, meeting with tenants and owners. She is also gathering economic data including wealth demographic information. R. Leddy distributed a draft of the report. She asked the board members to review and get her comments by the end of the month. The report should be made available in July.

C. *BID Renewal*

Leddy reported that it is time for the NoHo BID to begin the BID renewal process for next year. The first meeting of the renewal committee is scheduled for July 9, 2008 at 10 a.m. at the BID offices.

D. Update on Valet Parking Plan

- a. R. Leddy reported on the valet parking program that the BID began in June as a response to lack of weekend evening parking. There are three locations (1 on Magnolia between Lankershim and Vineland; 1 on Lankershim between Magnolia and Weddington, 1 in front of Eclectic Café). There is no cost to the businesses. It is a \$5 fee for each car. She thanked A. Freeman and JSM Properties for providing the valet company with a parking lot.

VI. New/Old Business

A. Paving of Magnolia and Lankershim

A. Freeman discussed the dangerous nature of the mid-block crossing at Magnolia and Blakeslee. This is a very dangerous crossing with lots of residents and especially senior citizens and students walking home from school. He also discussed the poor conditions of Magnolia from Lankershim to Vineland. The Board asked A. Roth to aid in getting the block paved and re-stripped as well as setting up a meeting with the City Engineer to discuss traffic calming measures on that block.

B. Public Space beautification

Roth asked the board if there were any areas within the district that might be beautified with more green space. She said that there may be some Quimby Funds available. R. Leddy will get A. Roth some photos and ideas of location.

- C. CRA Report* – L. Bianconi and S. Neumann reported on the streetscape project. The subcontractor is on board. The CRA will notify area merchants of the construction impacts. R. Leddy reported that the tree wells are being watered by the City. The median does not have water. R. Leddy is investigating the process to get water to it. She is also working with A. Aulenta, her co-worker at Urban Place, to get the crew out there to clean up the dead plants. She will report more at next months meeting.

VII. Adjourn

Next meeting will be held July 15, 2008 at 9 a.m. at NoHo BID Offices.